



A Study on Impact of Viral Marketing With Special Reference To SKM Egg Products Export (India) Ltd, Erode

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ABSTRACT

This study examines the influence of viral marketing strategies on consumer behavior concerning SKM Egg Products Export (India) Ltd, Erode. Utilizing a descriptive research design and convenience sampling, data were collected from 120 respondents through a Likert five-point scale questionnaire. Statistical analyses, including percentage analysis, chi-square, correlation, and ANOVA, were employed to interpret the data. Findings indicate that elements such as entertainment value, informative content, and visual attractiveness significantly impact consumer perceptions and purchase intentions. Specifically, entertaining and creatively designed viral content enhances audience engagement and positively influences purchasing decisions. These results align with broader research highlighting the effectiveness of engaging and informative viral marketing in shaping consumer behavior. Therefore, integrating these elements into marketing strategies is crucial for enhancing brand visibility and driving consumer engagement.

Keywords: Viral Marketing, Purchase intention, Entertainment value, Informative value and attractiveness.

I. INTRODUCTION OF THE STUDY

In the contemporary business landscape, the realm of marketing has undergone a transformative shift, with digital platforms becoming pivotal channels for brand promotion and customer engagement. Viral marketing, a dynamic subset of digital marketing, has gained prominence for its ability to propagate brand messages rapidly and extensively across online networks. This study titled "A Study on the Impact of Viral Marketing with Special Reference to SKM Egg Products Export (India) Ltd, Erode" aims to explore and analyze the profound effects of viral marketing strategies within the context of SKM Egg Products Export (India) Ltd, a renowned player in the

culinary industry based in Erode. As consumers increasingly rely on online sources for information and interaction, understanding the implications of viral marketing on brand visibility, customer interaction, and business growth has become imperative for contemporary marketers. By focusing on SKM Egg Products Export (India) Ltd' unique strategies and their outcomes, this study seeks to contribute valuable insights to the broader discourse on viral marketing's effectiveness and its role in shaping modern marketing practices. As such, this introduction provides an overview of the significance of viral marketing in today's business landscape and establishes the rationale for examining its impact on SKM Egg Products Export (India) Ltd.

Marketing

Marketing is "a social and administrative process whereby individuals and organizations get what they need and want, creating and exchanging value with others" (Kotler &strong, 2012, p.5). The way to create value for costumers has been evolving in the last years according to the technological advances, for that reason, marketing professionals must be able to understand new ways to satisfy the consumers' needs.

In the past few years, many events have transformed the social and technological life of consumers, changing the ways of interaction between individuals and organizations, moving from an analogical context to a digital context, transforming their attitudes and behaviours towards the message of the product or service, and replacing traditional media for social media. Nowadays, the media has to do the impossible to keep their audience attention through something novel and extraordinary before the competence does, in order to get leadership and be different from the rest.

The expansion of connectivity and internet domain has generated that the consumers' attention acquires a great power. So that, today costumer



relationships must be done with current tools, such as web sites, blogs, videos, online communities and social networks (Facebook, The company Tube, Twitter, among others). Consumers give as much as they receive in a bidirectional way, they have an active participation in the dissemination of messages regarding a brand, in other words, they are generating marketing contents.

VIRAL MARKETING

Viral marketing is any ad, post, or marketing material that spreads quickly across the internet and other digital channels.

Viral marketing is a style of promotion that relies on an audience to organically generate and push the message of a product or service. On social media, marketing is considered "viral" when it's being shared rapidly by the public at large (with a compounding effect) rather than just its target audience.

Viral marketing seeks to spread information about a product or service from person to person by word of mouth or sharing via the Internet or email. The goal of viral marketing is to inspire individuals to share a marketing message with friends, family, and other individuals to create exponential growth in the number of its recipients.

Definition

Viral marketing is a marketing strategy that involves producing captivating content that raises awareness of a product or brand by creating word-of-mouth.

Viral marketing is far from a recent phenomenon; before the advent of the printing press, broadcast media, and the Internet, WOM was the only way to market their goods (Ferguson, 2008).

De Bruyn and Lilien (2004) state that what distinguishes viral marketing from other forms of marketing is its consumer-to-consumer (peer-to-peer) nature.

VIRAL MARKETING EXAMPLES

Viral marketing campaigns come in all shapes and sizes. Here are some examples of successful viral campaigns:

Dollar Shave Club

The company's The companyTube video showcasing its razors quickly went viral, leading to millions of views and sign-ups for its subscription service.

Dove Real Beauty Sketches

Dove's viral video campaign was a massive success, garnering more than 114 million views. The ad highlighted the importance of self-confidence and the power of natural beauty.

Old Spice

Their "The Man Their Man Could Smell Like" campaign featured a series of humorous ads that quickly went viral and increased their sales.

Red Bull Stratos

Red Bull partnered with Felix Baumgartner to create an extreme sports event broadcast on TV and online. The broadcast resulted in over 8 million viewers tuning in, and the hashtag trending worldwide.

Blendtec

The company's "Will it Blend?" campaign featured funny videos of their blenders blending everyday objects. This quickly became a viral sensation and increased the conversion rate for the company.

VIRAL MARKETING CHARACTERISTICS

There are some key attributes that all productive viral strategies share. The most effective viral marketing campaigns:

- **Create unique and engaging content:** Post videos, pictures, or stories that will grab their particular audience's attention.
- **Are creative, original, and unexpected:** Use creative ideas that stand out from the competition.
- **Tie in with current events or popular culture:** Create content about something people are already discussing.
- **Use post videos to reach target audiences:** Try creating funny, inspirational, or educational videos.
- **Utilize social media sites to promote the campaign:** Use social media to spread the word about their campaign.
- **Use influencers to reach their target audience:** Reach out to popular influencers who have a large base of followers that match their target demographic.
- **Take advantage of user-generated content:** Encourage users to create content related to their campaign and share it with their friends.
- **Include a call to action:** Include a clear call to action in the content, such as "Share this video" or "Sign up now."

STATEMENT OF THE PROBLEM

In today's dynamic and technology-driven marketing landscape, viral marketing has emerged as a potent strategy for companies to engage with their target audience and promote their products. However, there remains a gap in understanding the



specific factors that drive the effectiveness of viral marketing campaigns. This study aims to address this gap by focusing on the variables of entertainment value, informative value, attractiveness, and purchase intention. By comprehensively investigating these variables, the study seeks to provide valuable insights into how companies can optimize their viral marketing efforts to enhance consumer engagement, influence purchase decisions, and ultimately achieve greater success in a competitive market environment.

II. OBJECTIVES OF THE STUDY

Primary Objective

➤ To study on impact of viral marketing with special reference to SKM Egg Products Export (India) Ltd, Erode

Secondary Objectives

- To assess the entertainment value in the viral marketing
- To examine the informative value of the brand in viral marketing
- To analyse the attractiveness of the target audience towards the viral marketing
- To explore the effect of viral marketing on consumer purchase intention
- To obtain suggestions from the respondents to enhance the impact of viral marketing for the company

SCOPE OF THE STUDY

This study holds substantial scope and significance in the contemporary business landscape. Viral marketing has emerged as a pivotal tool in modern marketing strategies, leveraging the power of digital platforms to disseminate brand messages rapidly and extensively. This research aims to delve into the specific context of SKM Egg Products Export (India) Ltd, Erode a prominent player in the culinary industry, to comprehensively analyze the effects of viral marketing on brand awareness, customer engagement, and overall business growth. By investigating the strategies employed by SKM Egg Products Export (India) Ltd and their outcomes, this study intends to contribute to the existing body of knowledge regarding viral marketing's efficacy, offering insights that can guide other businesses in formulating effective promotional techniques. In a digital era characterized by information sharing and online interactions, understanding the scope and significance of viral marketing through the lens of a renowned brand like SKM Egg Products Export (India) Ltd holds the potential to shape marketing practices and drive competitive success.

LIMITATIONS OF THE STUDY

- The data is collected only from the customers of the company. Hence, the findings are applicable to those customers only and cannot be generalized.
- The present study has been limited to Erode only.
- The sample size chosen for the surveys being limited to 120 does not cover all the customers in the organization.
- The researcher had also difficulty in getting some information which the respondents were not interested to give.

III. REVIEW OF LITERATURE

Koçyigit, M. (2019). Viral advertising relies on consumers' transmitting the message to other consumers within their online social media. Viral advertising is controlled by consumers and is less under the control of advertisers and brands (Petrescu, 2014). Consumers receive the link or the advertising content and pass it along through e-mail or posting it on a blog, microblog, podcast, wiki, form, webpage, and social media profile. Advertising narrative in traditional media has changed with viral ads. In the narrative of viral advertising is more emotional, romantic, humorous, sexual and contains social messages. This study was conducted to examine the Brands' viral advertising narrative. Viral advertising is at an early stage of development and much of the current viral marketing communication literature research is concerned with understanding the motivations and behaviours of those passing-on email messages. No longer the preserve of offline communication strategists, it is becoming a central platform for interactive marketing communications (Cruz & Fill, 2008).

Zernigah, I. K., Sohail, S., & Kamran, M. (2019). the paper suggests that one among the rising techniques of products promotion using technology is viral marketing that is becoming a popularwell liked direct marketing tool for marketers across the world. The marketers must identify the factors that result in increased acceptance of viral marketing by buyers. It indicates the strong relationship between the independent variables of informativeness, entertainment and source credibility with the dependent variables of attitude towards viral marketing, informativeness and source credibility being the most important factors for affecting the attitudes towards viral



marketing. But the limitations of the study is only applicable for Pakistan markets.

Tomita, V. (2020). the paper indicates that to emphasise the increasing importance of social media and social promoting on the net, activity and optimizing marketing investment in social media and electronic word of mouth communication. The promoting role has modified and therefore the social internet is promoting that modification. Vollmer and precourt contend that the emergence of recent media, models and metrics creates challenges and opportunities for more practical promoting and advertising. The infective agent promoting will vastly lower the price of promotion and boost the speed of adoption. Shioh luan wang (2018) the paper indicates that special type of advertising that illustrates the positive relationship between informativeness perception, recreation(entertainment), supply(source) creditability and also the attitudes of the people attitudes viral video advertising. Besides, the perspective of the people towards VVA could be a crucial issue that positive impacts on shopper purchase intention.

Emperatriz, E. (2021). The purpose of this research was to build a conceptual framework of viral marketing starting from a literary review of the various studies published in indexed magazines in the recent years. It is concluded that viral marketing can be defined as a marketing technique that uses the intercommunication of consumers through the 2.0 tools, managing to spread the message on the network at initiative of the user, giving the possibility to increase the value of the organization through fast and unlimited transmission, similar to a flu or computer virus. This technique takes advantage of people's communication, since feelings, emotions and experiences are transmitted through their networks. Viral marketing must be used conveniently, justifying its use through a simple message that goes beyond repeating information in the different media, thus achieving a good communication practice, and creating interconnectivity between organizations and their consumers.

Rupalee, R. (2022). Viral marketing is modern tool for marketing the products, whereby the information regarding the product or the service is passed through the internet. Dan Zarella a social media scientist, he says that viral marketing is a marketing strategy in which the marketer creates a campaign that focuses on goal spontaneously send it to friends. As we find drastic changes in the field of marketing, viral marketing has emerged as more attractive than ever. Viral marketing is more

effective than traditional marketing. By circulating a structured questionnaire to 100 respondents the study makes an attempt to understand the perception of customers with impact on viral marketing. Our main findings were that a) viral marketing creates awareness among customers about the product or service but it does not impact on their purchasing decision, b) most of our respondents were neutral about the security issue, c) customers are more flexible or willing for market services when compared to products, d) most of the respondents tend to share the details of the product or service to the targeted customers, e) the study also shows us that the respondents are aware of viral marketing and they feel that it is more effective than traditional marketing.

Philip, L., Pradiani, T., & Fathorrahman. (2023). The development of a competitive music streaming application industry has an impact on the company's success with a focus on brand loyalty. This study aims to understand the effect of brand experience, viral marketing, and brand image on Spotify user loyalty in Indonesia. A quantitative approach was used by involving 100 Spotify user respondents aged 18-50 years, who use Instagram, through a purposive sampling technique. Primary data was collected through a questionnaire with a five-point Likert Scale. Data analysis used multiple linear regression with IBM SPSS version 26. The findings show that brand experience and viral marketing have no positive effect on brand loyalty. However, brand image has a positive influence. Therefore, it is advisable for companies to enhance features and apply conventional marketing strategies to improve brand experience and achieve better brand loyalty.

Chu, S. C., Deng, T., & Mundel, J. (2024). TikTok represents a new form of marketing communication technology due to its features and attributes. However, despite its ability to share brands' viral content, scant research has examined TikTok as an advertising vehicle and its implications for viral advertising campaigns. Drawing on the Elaboration Likelihood Model and the concept of self-relevance, the present study explores the impact of perceived personalization of TikTok content on perceived creativity, authenticity, and viral behavioral intentions. The relationships between perceived creativity and authenticity and between viral behavioral intentions and purchase intentions are also examined.

IV. RESEARCH GAP

Promotional tactics including flash discounts and free delivery, the function of celebrity



endorsing products, and the results on customer behaviour. The role of internet trust, viral marketing, and brand recognition in influencing spontaneous purchases has also been studied. Nevertheless, evaluating the impact of viral marketing on consumer involvement and its entertainment value has received little attention. Also, very little is known about the brand's instructive value in viral marketing tactics, especially when it comes to how it affects customer perception. Previous studies have mostly looked at how satisfied customers are and how successful marketing is generally, but they haven't looked at how appealing viral campaigns are to their target audiences. In addition, research on how viral material influences consumers' actual purchasing behaviour is lacking, since studies have not specifically examined the impact of viral marketing on consumers' purchase intention. By zeroing in on these hitherto undiscovered aspects of viral marketing, our research hopes to fill these gaps.

V. RESEARCH METHODOLOGY

A research methodology gives research legitimacy and provides scientifically sound findings. It also provides a detailed plan that helps to keep researchers on track, making the process smooth, effective and manageable. A researcher's methodology allows the reader to understand the approach and methods used to reach conclusions.

a. Study area: Study area is SKM Egg Products Export (India) Ltd, Erode.

b. Design of the study

The research design helps a researcher to pursue their journey into the unknown but with a systematic approach by their side. Research design is a plan to answer your research question. A research method is a strategy used to implement that plan. Research design and methods are different but closely related, because good research design ensures that the data you obtain will help you answer your research question more effectively.

Descriptive Research Design

In Descriptive Research Design, the scholar explains/describes the situation or case in depth in their research materials. This type of research design is purely on a theoretical basis where the individual collects data, analyses, prepares and then presents it in an understandable manner.

c. Source of the data: This study used both primary and secondary data.

Primary data:

Primary data is the data that is collected for the first time through personal experiences or evidence, particularly for research. It is also described as raw

data or first-hand information. The mode of assembling the information is costly, as the analysis is done by an agency or an external organisation, and needs human resources and investment. The investigator supervises and controls the data collection process directly. The data is mostly collected through observations, physical testing, mailed questionnaires, surveys, personal interviews, telephonic interviews, case studies, and focus groups, etc. In this study, primary data was collected by questionnaire.

Secondary data:

Secondary sources are closely related to primary sources and often interpret them. These sources are documents that relate to information that originated elsewhere. Secondary data were collected from text books, journals, magazines and websites.

Hypothesis of the study

- There is no significant relationship between age of the respondents and entertainment value.
- There is no significant relationship between educational background of the respondents and attractiveness.
- There is no significant relationship between gender of the respondents and informative value

d. Sampling technique

Sampling helps a lot in research. It is one of the most important factors which determines the accuracy of your research/survey result. This study uses Non-Probability Sampling technique. It does not rely on randomization. This technique is more reliant on the researcher's ability to select elements for a sample. Outcome of sampling might be biased and makes difficult for all the elements of population to be part of the sample equally.

Sample design

Convenience sampling is used in this study. Simply said, a convenience sample design consists of those who are easiest to reach by the researcher.

Population: Here population is entire customers of SKM Egg Products Export (India) Ltd, Erode.

Sample unit: A Sampling unit is one of the units selected for the purpose of sampling. Erode is the sampling unit of this study.

e. Sample size: In this study, data was collected from 120 customers of SKM Egg Products Export (India) Ltd, Erode. So, sample size of the study is 120.

f. Analytical tools and methods

1. Percentage Analysis
2. Chi-Square Analysis
3. Correlation Analysis
4. Anova Analysis

Data analysis



Data analysis is a process used by researchers for reducing data to a story and interpreting it to derive insights. The data analysis process helps in reducing a large chunk of data into smaller fragments, which makes sense.

Advanced statistical techniques

The collected data were analysed with reference to each of the specific objectives of the study and the following statistical techniques were used in the study.

ONE WAY ANOVA ANALYSIS RELATIONSHIP BETWEEN GENDER OF THE RESPONDENTS AND INFORMATIVE VALUE

Null Hypothesis (HO): There is no significant relationship between gender of the respondents and informative value

Alternative Hypothesis (H1): There is a significant relationship between gender of the respondents and informative value

ANOVA					
Informative Value					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.373	1	.373	.928	.337
Within Groups	47.455	118	.402		
Total	47.828	119			

Interpretation

The table clearly shows that gender of the respondents and informative value has a figure on 0.928 values and significance around 0.337 level than the sum of squares between groups and within group values have 0.373 and 47.455 respectively. Hence, the significant value is greater than 0.05 for which the significant percentage is above 95%, hence null hypothesis. Thus, rejecting alternative hypothesis i.e., There is no significant relationship between gender of the respondents and informative value

VI. SUGGESTIONS

1. Incorporate Humor and Creativity: Integrating humor and creative elements in viral campaigns enhances entertainment value, capturing audience attention and increasing engagement.
2. Provide Informative Content: Delivering clear and valuable information about product features and uses educates consumers, aiding informed decision-making and building trust.
3. Enhance Visual Appeal: Utilizing high-quality, aesthetically pleasing visuals in marketing content attracts attention and improves information retention, making campaigns more memorable.
4. Leverage Emotional Storytelling: Crafting narratives that evoke emotions through visual storytelling can deepen audience connection and encourage sharing of content.
5. Drive Purchase Intentions: Combining entertaining, informative, and visually appealing content in viral marketing strategies can positively

influence consumer behavior and increase product sales.

VII. CONCLUSION

This study highlights the significant roles of entertainment value, informative content, and visual attractiveness in shaping consumer perceptions and behaviors within viral marketing. Entertainment, particularly through humor and creativity, effectively captures audience attention and enhances engagement. Informative content builds consumer trust by providing relevant product information, aiding decision-making. Visual appeal ensures that marketing content stands out in a crowded digital landscape, further driving user engagement. Collectively, these elements influence consumers' decisions to consider, try, and purchase products. Therefore, well-executed viral campaigns that balance these factors can profoundly connect with consumers and drive favorable actions.

SCOPE FOR FUTURE RESEARCH

The study may be extended by increasing the sample size to obtain more comprehensive results on the impact of viral marketing. Future researchers may analyze the effectiveness of viral marketing strategies in other districts and states within the same industry. It is recommended to conduct a comparative study with competitors to evaluate different approaches to viral marketing. The study may be extended to examine the role of social media platforms in enhancing brand visibility and customer engagement. Future researchers may



analyze the long-term impact of viral marketing on customer retention and sales growth. It is recommended to explore consumer perceptions and trust levels associated with viral marketing campaigns. The study may be extended to assess the influence of viral marketing on international market expansion and brand positioning.

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